

Abstract

- Title:** Consumer preferences of adolescents in the field of sports nutrition
- Objectives:** The objective of this work is to define factors that influence the behavior of adolescent consumers during the process of purchasing sports supplements.
- Methods:** Data were obtained through quantitative research. Specifically, the method of electronic questioning was used for this work. Subsequently, a statistical evaluation of collected information was performed.
- Results:** According to results of the research dietary supplements are regularly used by up to 75 % of adolescents aged 14-24 years (n = 237). The remaining participants simply do not recognize the need to buy these products or have never even thought about it, hence do not look for them at all. The most popular dietary supplements used by this age group are vitamins, minerals and protein supplements. Adolescents look for them mainly in order to boost their immunity, sports performance and to speed up the regeneration process. On the contrary, the research did not show a significant influence of doctors and other experts on dietary supplement consumption. Young people's consumer behavior is influenced mostly by their immediate surroundings, family, friends or by themselves. Results showed that adolescent consumers are mainly looking for quality products that fulfill the promised function and effect and at the same time have an acceptable price, since they only spend about five hundred crowns a month on average for these supplements.
- Key words:** Buying decision making process, marketing research, dietary supplements, quantitative research